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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Fusz

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: Art Unit: 2163

Serial No.: 09/426,954

: Examiner: Boyce, A.

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CERTIFICATE OF MAILING

I certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231, on _____, 2002.

Robert E. Slenker
Reg. No. 45,112

AMENDMENT

Hon. Assistant Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated January 15, 2002, please amend the above-identified patent application as follows:

IN THE SPECIFICATION

Please replace the paragraph at page 2, line 29 to page 3, line 5 with the following:

In one embodiment, as shown in Figure 1, system 10 includes a web server 12, an application server 14, a database server 16, a directory server 18, a workflow server 20, and a mail server 22. A disk storage unit 25 is coupled to database server 16 and directory server 18 and provides a data repository for storing data pertaining to consumer generated anonymous data and marketer generated data. Servers 12, 14, 16, 18, 20 and 22 are coupled in a local area